GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:4906
ANSWERED ON:24.08.2000
IMPROVEMENT IN HANDICRAFTS
KINJARAPU YERRANNAIDU

Will the Minister of TEXTILES be pleased to state:

(a): whether India`s share is hardly 2% in 75 billion dollar world handicraft market in contrast to china capturing 20% market;

(b): if so, the action proposed to improve Aesthetics and quality of packaging of India`s handicrafts fetching good revenue by export of handicrafts; and

(c): the action taken to set up design centres to improve the quality of the items produced for export?

Answer

MINISTER OF STATE FOR TEXTILES (SHRI GINGEE N. RAMACHANDRAN)

(a): Data relating to the size of the world handicrafts market is not maintained by the Ministry of Textiles. However, as per the publication `India Handicrafts -A new Direction`, published by the Export - Import Bank of India, the size of the world handicrafts market has been assessed at 75 billion Dollars in the year 1999. The export of handicrafts in the year 1999-2000, excluding carpets was 1367.01 Million US Dollars, which works out to a market share of approximately 2% of the world handicrafts market.

(b) & (c): The actions taken for improving the aesthetics of handicrafts items and its packaging in order to earn good revenue from export of handicrafts and to set up design centers to assist the artisans include: setting up of National Centre for Design and Product Development at Moradabad in UP and in New Delhi equipped with IT infrastructure to provide design and technology related inputs to the artisans and the exporting community; inviting reputed national and international designers for rendering design assistance; training to manufactures and exporters through Indian Institute of Packaging; organization of workshops on packaging; hiring the services of reputed institutions like NID for rendering design and technologyrelated inputs and training to trainers. Besides, the existing Regional Design and Technical Development Centres located at New Delhi, Mumbai, Calcutta, Bangalore and Guwahati are being upgraded by providing them with Computer Aided Design facilities and modern/latest tools and equipments for enhancing quality and productivity to make the products more market competitive. Other measures like upgradation of Metal Handicraft Service Centre, Moradabad for providing better processing facility of surface finishing of metal craft; development of improved tools for wood and metal craft by IIT, Delhi; development of tools, treatment process and finishing techniques by IIT, Mumbaifor Cane and Bamboo crafts; setting up of wood seasoning plants at Trivanduram, Jodhpur and Saharanpur for providing seasoned wood for making quality wood products; setting up of common facility centres in wood crafts at Trivanduram and Jodhpur and for Cane and Bamboo crafts at Agartala and Guwahati with better wood/cane and bamboo processing machines willultimately contribute towards higher production, reduction in drudgery of artisans, improve aesthetics and quality of handicrafts resulting in increased exports and higher realization of per unit value.